



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

APPLICANT: YAHOO! INC.

SERIAL NO.: 09/773,943

FILING DATE: January 31, 2001

ATTY. DOCKET: 85804-019600 (017887-004600US)

**TITLE: SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING
MEDIA ADVERTISEMENTS**

EXPRESS MAIL CERTIFICATE

Date of Deposit: September 8, 2005

Express Mail No.: EV 559713477 US

I hereby certify that the following attached paper(s) and/or fee

- (1) Power of Attorney To Prosecute Applications Before the USPTO (PTO/SB/80)
(1 page);
- (2) Statement under 37 CFR 3.73(b) (1 page);
- (3) Copy of Recorded Assignment, reel/frame 011553/0564, recorded 01/31/2001
(4 pages);
- (4) A self-addressed stamped postcard, return of which is requested to acknowledge
receipt of the enclosed documents.

are being deposited with the United States Postal Service to Addressee service under 37
C.F.R. Section 1.10 on the date indicated above and is addressed to the; Commissioner
for Patents, P. O. Box 1450; Alexandria, VA 22313-1450.

Respectfully submitted,
GREENBERG TRAURIG, LLP.

Paul Im
Patent Agent

Dated: September 8, 2005

CORRESPONDENCE:

GREENBERG TRAURIG LLP

Met Life Building
200 Park Avenue, 20th Floor
New York, New York 10166
Phone: 212-801-9200
Fax: 212-801-6400



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POWER OF ATTORNEY TO PROSECUTE APPLICATIONS BEFORE THE USPTO

I hereby revoke all previous powers of attorney given in the application identified in the attached statement under 37 CFR 3.73(b).

I hereby appoint:



Practitioners associated with the Customer Number:

32361

OR



Practitioner(s) named below (if more than ten patent practitioners are to be named, then a customer number must be used):

Name	Registration Number	Name	Registration Number

as attorney(s) or agent(s) to represent the undersigned before the United States Patent and Trademark Office (USPTO) in connection with any and all patent applications assigned only to the undersigned according to the USPTO assignment records or assignment documents attached to this form in accordance with 37 CFR 3.73(b).

Please change the correspondence address for the application identified in the attached statement under 37 CFR 3.73(b) to:



The address associated with Customer Number:

32361

OR

<input type="checkbox"/> Firm or Individual Name			
Address			
City	State	Zip	
Country			
Telephone	Email		

Assignee Name and Address:

Yahoo! Inc.
701 First Avenue
Sunnyvale, CA 94089

A copy of this form, together with a statement under 37 CFR 3.73(b) (Form PTO/SB/96 or equivalent) is required to be filed in each application in which this form is used. The statement under 37 CFR 3.73(b) may be completed by one of the practitioners appointed in this form if the appointed practitioner is authorized to act on behalf of the assignee, and must identify the application in which this Power of Attorney is to be filed.

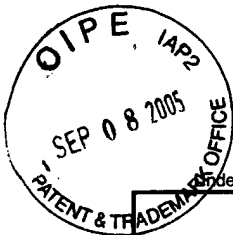
SIGNATURE of Assignee of Record

The individual whose signature and title is supplied below is authorized to act on behalf of the assignee

Signature		Date	7/24/05
Name	Chris W. Higgins	Telephone	(826) 229-8807
Title	Director, Patent Asset Development		

This collection of information is required by 37 CFR 1.31, 1.32 and 1.33. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.11 and 1.14. This collection is estimated to take 3 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.

**STATEMENT UNDER 37 CFR 3.73(b)**Applicant/Patent Owner: Yahoo! Inc.Application No./Patent No.: 09/773,943 Filed/Issue Date: January 31, 2001Entitled: SYSTEM FOR DYNAMIC GENERATION OF ONLINE STREAMING MEDIA ADVERTISEMENTSYahoo! Inc. _____, a _____ corporation
(Name of Assignee) (Type of Assignee, e.g., corporation, partnership, university, government agency, etc.)

states that it is:

1. ☒ the assignee of the entire right, title, and interest; or
2. ☐ an assignee of less than the entire right, title and interest.
The extent (by percentage) of its ownership interest is _____ %
in the patent application/patent identified above by virtue of either:

A. ☒ An assignment from the inventor(s) of the patent application/patent identified above. The assignment was recorded in the United States Patent and Trademark Office at Reel 011553, Frame 0564, or for which a copy thereof is attached.

OR

B. ☐ A chain of title from the inventor(s), of the patent application/patent identified above, to the current assignee as shown below:

1. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
2. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.
3. From: _____ To: _____
The document was recorded in the United States Patent and Trademark Office at Reel _____, Frame _____, or for which a copy thereof is attached.

☐ Additional documents in the chain of title are listed on a supplemental sheet.

☒ Copies of assignments or other documents in the chain of title are attached.

[NOTE: A separate copy (i.e., the original assignment document or a true copy of the original document) must be submitted to Assignment Division in accordance with 37 CFR Part 3, if the assignment is to be recorded in the records of the USPTO. See MPEP 302.08]

The undersigned (whose title is supplied below) is authorized to act on behalf of the assignee.

9/8/05
Date
212-801-6704
Telephone number

Paul Im
Typed or printed name
[Signature]
Signature
Patent Agent

Title

This collection of information is required by 37 CFR 3.73(b). The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, P.O. Box 1450, Alexandria, VA 22313-1450. DO NOT SEND FEES OR COMPLETED FORMS TO THIS ADDRESS. SEND TO: Commissioner for Patents, P.O. Box 1450, Alexandria, VA 22313-1450.

If you need assistance in completing the form, call 1-800-PTO-9199 and select option 2.



MAY 10, 2001



017587-004600US
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Washington, D.C. 20231

PHALBERT



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PTAS
TOWNSEND AND TOWNSEND AND CREW LLP
RONALD GORSCH, JR.
TWO EMBARCADERO CENTER, 8TH FLOOR
SAN FRANCISCO, CALIFORNIA 94111-3834

UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 01/31/2001

REEL/FRAME: 011553/0564
NUMBER OF PAGES: 3

BRIEF: ASSIGNMENT OF ASSIGNOR'S INTEREST (SEE DOCUMENT FOR DETAILS).

ASSIGNOR:
JACOBY, RONALD

DOC DATE: 01/30/2001

ASSIGNOR:
DUKES, DEREK B.

DOC DATE: 01/30/2001

ASSIGNEE:
YAHOO! INC.
3420 CENTRAL EXPRESSWAY
SANTA CLARA, CALIFORNIA 95051

SERIAL NUMBER: 09773943
PATENT NUMBER:


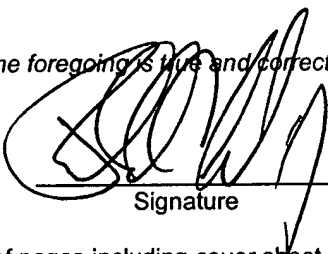
FILING DATE: 01/31/2001
ISSUE DATE:

SEDLEY PYNE, PARALEGAL
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS

1-31-01

03-08-2001

ie, Docket No. 017887-004600US

FORM PTO-1595 (Rev. 6-93)				U.S. Department of Commerce Patent and Trademark Office	
To the Honorable Asst. Commissioner for Pa		101630391		cuments or copy thereof	
1. Name of conveying party(ies): Ronald Jacoby and Derik B. Likes Additional name(s) of conveying parties attached? X No.		Name: Yahoo! Inc. Internal Address: 3420 Central Expressway Street Address: City: Santa Clara State: CA ZIP: 95051		11036 U.S. PTO 09/773943 01/31/01	
3. Nature of conveyance: <input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other: Execution Date: January 30, 2001		Additional names and addresses attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No			
4. Application Number(s) or Patent Numbers. If this document is being filed together with a new application, the execution date of the application is: January 31, 2001 A. Patent Application No(s): B. Patent No(s): Additional numbers attached? <input type="checkbox"/> Yes <input type="checkbox"/> No					
5. Name and address of party to whom correspondence concerning document should be mailed: Name: Ronald Gorsché, Jr. TOWNSEND AND TOWNSEND AND CREW LLP Two Embarcadero Center, 8 th Floor San Francisco, California 94111-3834 (415) 576-0200		6. Total number of applications and patents involved: <u>1</u> 7. Total fee (37 CFR 3.41): -----\$40.00 <input type="checkbox"/> Enclosed <input checked="" type="checkbox"/> Charge Fees to Deposit Account <input checked="" type="checkbox"/> Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account. 8. Deposit account number: 20-1430			
DO NOT USE THIS SPACE					
9. Statement and signature. <i>To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true of copy of the original document.</i> Ronald Gorsché, Jr.  January 31, 2001 Name of Person Signing Signature Date Atty Reg. No. 45,505 Total number of pages including cover sheet, attachments and document: _____					
10. Change Correspondence Address to that of Part 5? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No					
OMB No. 0651-0011 (exp. 4/94)					
Do not detach this portion Mail documents to be recorded with required cover to: Asst. Commissioner for Patents Box: Assignments Washington, D.C. 20231					

DE 7032394 v1

03/07/2001 AGREED 00000122 201430 09773943
01 FEB 01 40.00 CH

ASSIGNMENT OF PATENT APPLICATION

JOINT

WHEREAS, Ronald Jacoby, of 20182 Joseph Circle, Cupertino, CA 95014-2235; Derek B. Dukes, of 545 South 16th Street, San Jose, CA 95112; hereinafter referred to as "Assignors," are the inventors of the invention described and set forth in the below-identified application for United States Letters Patent:

Title of Invention: **SYSTEM FOR DYNAMIC GENERATION OF ONLINE
STREAMING MEDIA ADVERTISEMENTS**

Date(s) of execution of Declaration:

Filing Date: / /

Application No.: ; and

WHEREAS, Yahoo! Inc., a corporation of the state of Delaware, located at 3420 Central Expressway, Santa Clara, CA, 95051, hereinafter referred to as "ASSIGNEE," is desirous of acquiring an interest in the invention and application and in any U.S. Letters Patent and Registrations which may be granted on the same;

For good and valuable consideration, receipt of which is hereby acknowledged by Assignors, Assignors have assigned, and by these presents do assign to Assignee all right, title and interest in and to the invention and application and to all foreign counterparts (including patent, utility model and industrial designs), and in and to any Letters Patent and Registrations which may hereafter be granted on the same in the United States and all countries throughout the world, and to claim the priority from the application as provided by the Paris Convention. The right, title and interest is to be held and enjoyed by Assignee and Assignee's successors and assigns as fully and exclusively as it would have been held and enjoyed by Assignors had this Assignment not been made, for the full term of any Letters Patent and Registrations which may be granted thereon, or of any division, renewal, continuation in whole or in part, substitution, conversion, reissue, prolongation or extension thereof.

Assignors further agree that they will, without charge to Assignee, but at Assignee's expense, (a) cooperate with Assignee in the prosecution of U.S. Patent applications and foreign counterparts on the invention and any improvements, (b) execute, verify, acknowledge and deliver all such further papers, including patent applications and instruments of transfer, and (c) perform such other acts as Assignee lawfully may request to obtain or maintain Letters Patent and Registrations for the invention and improvements in any and all countries, and to vest title thereto in Assignee, or Assignee's successors and assigns.

Assignors hereby authorize and request Townsend and Townsend and Crew LLP, Two Embarcadero Center, 8th Floor, San Francisco, CA 94111-3834, to insert herein above the application number and filing date of said application when known.

IN TESTIMONY WHEREOF, Assignors have signed their names on the dates indicated.

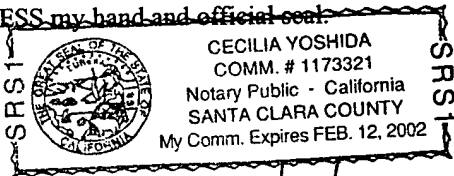
Dated: Jan 30, 2001

Ronald Jacoby
Ronald Jacoby

STATE OF CALIFORNIA)
COUNTY OF Santa Clara) ss.

On January 30, 2001, before me, Cecilia Yoshida,
personally appeared Ronald Jacoby, personally known to me (or proved to me on the basis of
satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me
that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the
person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



My Commission Expires: 2/12/2002

Cecilia Yoshida
NOTARY PUBLIC

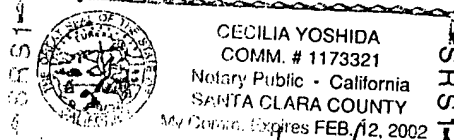
Dated: Jan 30, 2001

Derek B. Dukes
Derek B. Dukes

STATE OF CALIFORNIA)
COUNTY OF Santa Clara) ss.

On January 30, 2001, before me, Cecilia Yoshida,
personally appeared Derek B. Dukes, personally known to me (or proved to me on the basis of
satisfactory evidence) to be the person whose name is subscribed to the within instrument, and acknowledged to me
that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the
person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



My Commission Expires: 2/12/2002
DE 7031836 v1

Cecilia Yoshida
NOTARY PUBLIC